How to create email courses

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Tips for creating an email course

- Pick a topic that you're great at and would be relevant to your audience
- **The email format works best when you don't need a lot of visuals to communicate your information**
- An email course can be as short as 5-7 lectures or as long as 30 lectures - try a short one first and see how it works
- Prepare an outline for your course - each item will be one lecture (one email)
- The length of your emails depends on the topic. A shorter email takes less time to read but a longer one can fit more valuable information
- **Regardless of length, each email should feel substantial enough and deliver something valuable**
- If you give people something to do, make sure it's simple enough so they have time to complete it before the next email arrives
- **Once you write all the emails, you have to set up an automation campaign by using an email service provider (ex.: AWeber, Drip, etc.)**

- When people first sign up, send a confirmation email that will prepare them for what's next. Now's the time to ask them to download anything they need before starting the course
- In the last email of the course, thank people for participating, share more resources, promote more courses, or ask them to write a review or recommend the course to others
- Use a simple design and basic formatting like headers, bullet lists, bold and italics
- Avoid images or other visuals as people might read this on their phones
- Use an abbreviation of your course title in every email subject line so they know what it is
  - ex.: [H2GLTF] Lesson 1: Identifying your audience